

SUMMER 2005

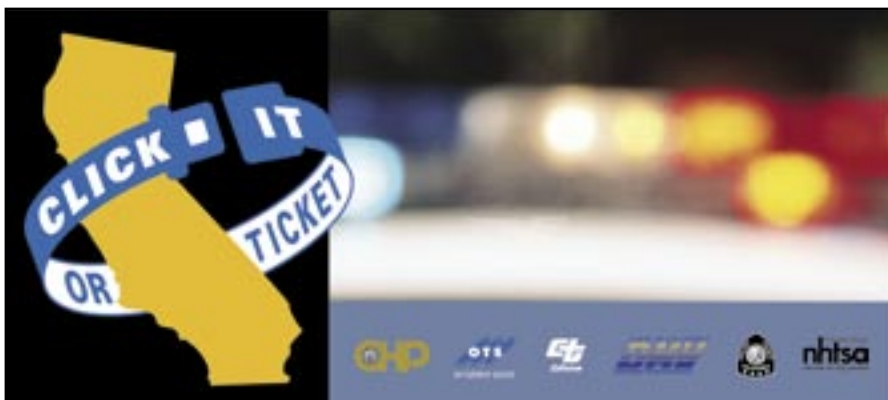
State of California • Governor Arnold Schwarzenegger  
Business, Transportation and Housing Agency • Secretary Sunne Wright McPeak  
Office of Traffic Safety • Acting Director Christopher J. Murphy

## 'Click It or Ticket' aims to increase statewide seat belt use

**Y**ou likely heard it on the radio or saw it on billboards, in bus shelters or on changeable message signs along many of California's busiest freeways – "Click It or Ticket."

That was the message from California law enforcement leading up to the Memorial Day holiday weekend. In an effort to increase California's current seat belt use rate of 90.4 percent, the Office of Traffic Safety (OTS) allocated \$6.5 million to the California Highway Patrol (CHP) and local police agencies throughout the state to pay for seat belt enforcement.

"Our statistics show that roughly half of the people killed in vehicle crashes each year do not have their safety belts on," said CHP Commissioner **Mike Brown**. "Many of those deaths could have been easily avoided by taking just one second to snap on their seat belt."



*The "Click It or Ticket" message was highly visible throughout California in late May and early June.*

California joined more than 40 states during the May Buckle Up America national mobilization, a high-profile effort designed to improve the national seat belt use rate, which is currently 80 percent.

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## 2006 grants announced

**T**raffic safety grants to 225 agencies in the amount of \$74.9 million were awarded in June for a wide range of innovative, results-driven programs in the areas of alcohol and other drugs, occupant protection, pedestrian and bicycle safety, emergency medical services, and police traffic services. The grants – administered by the Office of Traffic Safety through the Business, Transportation and Housing Agency – will provide cities, counties and state departments with funding to implement proven evidence-based programs.

For example, the City of San Diego will use a \$784,766 grant to fund hundreds of unique and interactive traffic safety programs that will emphasize bicycle and pedestrian safety at elementary, middle and high schools. Included

in the programs are "simulated" collisions designed to educate middle and high school students on the consequences of poor driving decisions.

And, the Judicial Council of California will use a \$1.4 million grant to conduct youth peer courts, where youth that are charged with DUI will be sentenced by a jury of their peers. The grant calls for the award of \$25,000 mini-grants to 20 peer courts that will participate in statewide DUI intervention and prevention strategies.

State and local law enforcement will substantially strengthen their DUI enforcement and education programs, ranging from increased sobriety

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# Message from the Acting Director



OTS Acting Director  
Christopher J. Murphy

I hope this issue of *Tracks* finds you well and enjoying the summer. Here at the Office of Traffic Safety, we've been very busy working to make sure that the summer travel season is as safe as possible. We've

also been working hard to make sure we're as customer friendly and easy to work with as can be. For those of you who were at the 2005 OTS Summit in San Diego this past May, you probably heard me talk about this issue – it's something I feel very strongly about.

Last year, OTS embarked upon the Business, Transportation and Housing Agency's "Performance Improvement Initiative," under the direction of Secretary Sunne Wright McPeak, calling for departments to work strategically and efficiently while enhancing customer service and accountability. I am proud to report that OTS took this charge very seriously and has accomplished a great deal. For starters, we reassigned a manager to head up our Performance Improvement Initiative full

time. In this capacity, we are examining all work processes to be more efficient, reduce waste and eliminate redundancies. As a result, we have reduced the time it takes for OTS to process new grants to an all time low, with 90 percent of 2005 grants beginning in mid November. Additionally, OTS has eliminated or re-engineered 37 internal processes, saving more than 5,000 staff hours. And believe it or not, we cleaned house and threw away 2.1 tons of paperwork in a single day that was no longer needed.

We want to be known as the best grant funding organization to work with – streamlined, responsive, open to new ideas and new ways of doing things. To that end, we're looking to make a business case for every policy or procedure on the books. We are far more interested in hearing from grantees on mission critical tasks and program successes than creating an environment of needless reports and paperwork.

Freeing up our staff and grantees from mountains of paper will enable us to focus on what's really important – the business of traffic safety. Our current top three issues are 1) seat belt use, 2) impaired driving and 3) data use to improve traffic safety programs.

We will continue to fund evidence-based programs that work, including "Avoid" programs targeting impaired drivers, the recent "Click It or Ticker" public education and enforcement campaign focusing on seat belt use and automated GIS-based records and technologies, including lighted cross walks, flashing beacons and countdown pedestrian signals.

Our commitment to efficiency and doing things better culminated in June as \$74.9 million in traffic safety grants were awarded to 225 cities, counties and state departments. Funded programs use proven tactics such as education, prevention and enforcement in areas that continue to demand attention and immediate action.

On behalf of the Office of Traffic Safety, we stand ready and eager to assist any department, agency or other entity that can demonstrate a need and has a sound plan for improving traffic safety. We are a true resource in California and want to do everything we can to make this great state even better. ●

## Grantees receive top awards at OTS Summit

With more than 850 active grants, the Office of Traffic Safety is proud of every partner program working to funnel traffic safety resources throughout California.

This year, however, a select few rose to the top, receiving high honors at the 2005 OTS Summit in San Diego.

Peers at the Summit awards luncheon on May 4 applauded all 20 exceptional grantees while a number of the winning program coordinators shared their best practices at Summit workshops.

From Solano County Car Seat Connection, Health Education Manager **Robin Cox**, MPH, and Health Education Specialist

**Tracy Nachand** relayed their strategies for success in child passenger safety. Cox and Nachand stressed the importance of extensive training to ensure a well-educated and reliable network of technicians and volunteers.

Additionally, the program reaches out to local thrift stores and media advertising departments to curb the resale of old car seats, sending a clear, consistent message on child passenger safety to their community.

**Kent Milton**, a retired annuitant of the California Highway Patrol, spoke of his role on the Older Californians Traffic Safety Task Force. Imparting the wisdom

STATE OF CALIFORNIA  
Arnold Schwarzenegger, *Governor*

BUSINESS, TRANSPORTATION AND  
HOUSING AGENCY  
Sunne Wright McPeak, *Secretary*

OFFICE OF TRAFFIC SAFETY  
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<http://www.ots.ca.gov>

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# Summit 2005 rules San Diego

**M**ore than 700 traffic safety advocates, law enforcement, public health and other professionals joined the Office of Traffic Safety for the nation's largest state-sponsored traffic safety conference, Changing People, Saving Lives, May 2-5 at the Hyatt Manchester Grand in San Diego.

According to OTS Acting Director, Christopher J. Murphy, "An indicator of a good conference is its quality of speakers, value of workshop information, and diversification of participants and their interests."

And Summit 2005 had it all.

Inspirational speakers ran the gamut, from NFL Hall of Fame Coach **Bill Walsh**, who shared his experience in coaching the San Francisco 49ers to three Super Bowl titles, to **Cynthia Roark**, Chairman, National Board of Directors for Mothers Against Drunk Driving (MADD), who gave an impassioned talk about her commitment to anti-DUI programs as the survivor of 18-year old daughter Paige Colleen Roark killed in 1984 from a drunk driver; and, Dr. Jeffrey Runge, Administrator for the National Highway Traffic Safety Administration, who gave a

"State of the Union" update on national anti-DUI efforts.

The hottest topics that attracted the largest audiences were centered on everything having to do with decreasing driving under the influence of alcohol, monitoring repeat offenders, crashes, effective countermeasures, ignition interlock devices, first responders to alcohol involved emergencies, and underage drinking and driving.

For example, a workshop titled "Real World San Diego" provided an overview of youth and adult collaboration for policy planning in San Diego County. A youth panel of four high school students shared the podium with adult counterparts in providing real-life perspectives on alcohol countermeasures.

Conference highlights included the media launch of California's "Click It or Ticket" campaign on May 4 and a rooftop Traffic Victims Remembrance ceremony, which included a symbolic key display, developed by the San Diego Police Department.

The Office of Traffic Safety would like to thank the 2005 Summit partners for making the conference a great success, including: AAA of Northern California, the Auto Club of Southern California, Bruce Pettinari of Jack Nadel, Inc., California Department of Insurance, Consumer Communications Bureau, Graco, Signatures Promotional Products, State Farm Insurance, the National Safe Kids Campaign and Toyota Motor Sales USA. ●

## Multi-agency effort headed 'Click It or Ticket'

**C**alifornia is doing more seat belt enforcement and education than at any other time in its history. The advertising component of the "Click It Or Ticket" campaign involved four Business, Transportation and Housing Agency departments. Each department had a distinct responsibility in rolling out and sustaining the campaign:



**Officer Scott Niemeth of the Anderson Police Department helps spread the "Click It or Ticket" message.**

- The California Office of Traffic Safety announced \$4.7 million in seat belt minigrants to 250 local law enforcement agencies that coincided with the May mobilization. During the campaign, OTS leveraged \$3.3 million in federal funds into a media buy touting "Click It or Ticket" using a combination of elements, including: radio, television (PSAs), billboards, mobile billboards, bus advertising, and LED freeway signage.
- The California Highway Patrol served as the "boots on the ground" in the campaign. As the lead enforcement agency in California, the CHP, along with other local police agencies

participated in the seat belt law mobilization.

- The Department of Transportation (Caltrans), will be producing and installing up to 660 "Click It or Ticket" signs on selected freeways and non-freeway roadways later this year.
- The California Department of Motor Vehicles (DMV) used the "Click It or Ticket" logo on external mailings during the year, and also used "Click It or Ticket" on LED signs inside DMV field offices. ●

### '2006 Grants' from Page 1

checkpoints to expanding the popular "Every 15 Minutes" and "Real DUI Trials" programs in high schools. Grants were awarded in eight counties, bringing the total number of counties with "Avoid" programs to 29. "Avoid" programs marshal together the CHP and local police agencies to target drunk drivers during peak holiday periods.

For a complete listing of all grants, go to: [www.ots.ca.gov](http://www.ots.ca.gov) ●





# Grantees

# Sharing the Road



## STRAIGHT TALK, SMART WALK

LA County's Department of Public Works just finished its pedestrian safety marketing campaign which educated children and teens on safe and responsible pedestrian practices. The program included a walk around a simulated traffic environment and PSAs on local radio stations. Each youth that participated received a "tool

the word out. Thanks CSAC for caring," says **Cecilia Sandoval**. Says **Socorro Nino**: "Thanks CSAC for providing me with a convertible car seat and a booster seat. There's no way I could have afforded this on my own. I now feel 100 percent better when I transport my children in my car. Also, thanks to Los Angeles County and to the California OTS for allowing this program in our community."

the radio spot. "People are getting the message in our area," said Cpl. McCombs.

## TOP EXCUSES

The May-June statewide seat belt mobilization produced more than just a book full of seat belt tickets. Roseville (Placer County) Police Department officers gleaned a myriad of excuses as to why motorists didn't choose to work the buckle. The Department offers an annual contest for the best excuses. Among them:

**Using food/beverages as an excuse Category:** "It's too early in the morning. I haven't had my coffee yet...and I was on my way to Starbucks...I dropped my burger...I just left the donut store."

**From the Airhead Drivers Category:** "I was making a cell phone call and I forgot...I took it off to reach my cell phone... My mom (who was in the car, belted up) has been trying to get me to wear a seat belt for 20 years... You boys stopped me for the same thing two weeks ago."

**From the Cheaters Category:** "I took my belt off to access my wallet to get \$2 out." (Pay off?) ... Frustrated by too many tinted windows making it impossible to see if the occupants were wearing seat belts, the officer issued seven citations for tinted windows.

**From the Lazy Driver Category:** "Forgot to buckle up...just left the house"... Officer noted that "the house was .6 of a mile away, across two major intersections...the driver had 8-year-old twins in the

car... "I admit it, I'm lazy...I didn't put one in the back seat"... (Dad always liked you best syndrome).

## From the Local Business

**Owner Category:** "I own a business and I know all the officers in your department.... Can't you give me a break?... "Do the other business owners in Roseville get citations?"

**"It's my fault, I wasn't wearing my seat belt" Category:** "My day just couldn't get any worse. The air conditioning in my new house went out. The air conditioning in my car just went out. Then, you pulled me over and caught me with my belt (seat belt) off."

**From the Princess Driver Category:** "I have a broken fingernail and it hurts to put the seat belt on."

## SPEAKING OF TICKETS...

Officer **Ernie Orozco** at Oxnard PD set the new benchmark for writing seat belt violation tickets, with 1,013 during the recently concluded "Click It or Ticket" May 16-June 5 mobilization. Congrats, Ernie!

## PED SAFETY CAMPAIGN KUDOS

The City of Glendale received two first place "CAPIO" awards for its pedestrian safety (aka Walkin' Willie) campaign in April. The awards were announced at the annual California Association of Public Information Officials annual conference in Napa. Glendale received a first place award for Public Safety Campaign and a first place for Video Production (which featured



**Elaine Bellakoff (right), along with two local East Los Angeles children participate in the Cesar Chavez Day Parade as part of the Straight Talk, Smart Walk Pedestrian Safety Campaign.**

## HAVE TICKET, WILL WRITE

Kudos to **Lance Frederiksen**, editor of the Anderson Valley Post, who wrote a front page story on the Crash Reduction and Safer Highways program at the Anderson Police Department, which was funded by a \$32,000 grant from the Office of Traffic Safety. The Department has made good use of a new police-equipped BMW motorcycle: Motor officer **Scott Neimeth** has cited 148 drivers for speeding, and 159 persons for not wearing seat belts – including Frederiksen himself, who was ticketed for a belt violation shortly after the story was published.

**'CLICK IT OR TICKET: GETTING THE MESSAGE**  
"Click It or Ticket" Chatter: **Cpl. Bill McCombs** at the Chino Police Department reports that drivers are getting the "Click It or Ticket" message. Over half the drivers he cited on the first day of the campaign in May told him they heard/read/saw advertising about the program. One of the drivers cited admitted to just hearing

kit" that included information on safe walking and driving tips, reflectorized wristbands, coloring books and telephone calling cards. More than 3,800 youth have participated in several events throughout the county in late 2004 and 2005.

## CAR SEAT COMMUNITY SUPPORT

Chicana Service Action Center (CSAC) is wowing 'em in Los Angeles for providing Child Passenger Safety classes to more than 1,000 community members. They have also disseminated 850 convertible car seats and booster seats. "I never realized that purchasing a used car seat from the swap meet or a garage sale is so dangerous, I will definitely get

the pedestrian safety public service announcements that aired on Charter Cable). "I'd like to thank everyone who worked on the campaign. It was definitely a team effort," said project coordinator **Rich Wells** of the City of Glendale.

### 'AVOID' WEB SITE LIVE

In late April, the "Avoid" program Web site was unveiled in San Francisco at the inaugural "Avoid" seminar. The San Rafael Police Department (SRPD), the project host agency, in collaboration with the Office of Traffic Safety have launched the "Avoid" Web site and developed these informative and useful seminars. The Web site ([www.californiaavoid.org](http://www.californiaavoid.org)) will function as a centralized resource for reporting data by "Avoid" constituent counties and for retrieving data by local and or regional media.

In addition to the Web site usage and discussion, the seminar also involves breakout sessions to facilitate "Avoid" program improvement via idea sharing between current "Avoid" host and allied agencies. In addition, the seminars provide a specialized breakout session to

introduce new and non-Avoid agencies to the "Avoid" concept. To continue, while the Web site will immediately serve as a data warehouse, it will also eventually function as a media warehouse for all video, audio and print media developed by "Avoid" campaigns statewide.

Through this Web site, any "Avoid" agency will be able to select and customize materials developed by other agencies for use with their project. SRPD and OTS believe that this service will expedite and streamline the acquisition of media materials while at the same time save the creative development costs normally associated with media campaigns. There are four additional "Avoid" seminars scheduled throughout the state. These seminars are free of charge. If you are interested in attending the offering in your area, please contact your Regional Coordinator for dates and locations.

Unfortunately, attendance is limited so if you want to learn about the "Avoid" program or want to share your programs successes, please enroll quickly.

### 'AVOID THE 21' GARNERS AWARD

Alameda County's "Avoid the 21" is again the top multi-jurisdictional program in California. The award comes from the California Law Enforcement Competition for the second year in a row. The anti-DUI campaign also won the same award last year from the International Association of Chiefs of Police, said **Chief Steve Krull** of the Livermore police, campaign chair for the sponsoring Alameda County Chiefs of Police and Sheriff's Association.

### KEEPING THE KIDS SAFE

Los Angeles Unified School District, School Safe Traffic Zone (SSTZ), an OTS funded program, received recognition from Los Angeles City Council for their participation in assisting the Mayor's Commission for Children, Youth and their Families to establish a citywide "Safety Valet" program with the Los Angeles Police Department. SSTZ staff was instrumental in bringing all regional



*Mary Freeman (left) and Tana Ball (right) flank Los Angeles City Councilperson Wendy Greuel (center) for their participation in assisting the Mayor's Commission for Children, Youth and their Families to establish a citywide "Safety Valet" program.*

stakeholders to the table and offering the program through the SSTZ to the schools in the City of Los Angeles and throughout the reach of the Los Angeles Unified School District. Kudos to **Tana Ball** and **Mary Freeman** for outstanding work!

### KRAGEN'S KICK: SAVING LIVES

Kragen Auto Parts and the Los Angeles Galaxy has it going on this season. Each time the team scores a goal, Kragen donates a free child safety seat to a family in need in Los Angeles. Nineteen safety seats have been given away through games of June 11. ●

### 'Awards' from Page 2

of a career that spans more than 50 years in communications and traffic safety, Milton outlined the value of collaboration between private industry and state and local government agencies.

Following is a list of OTS awards recipients:

- Alcoholic Beverage Control, ABC Decoy Training Program
- California Highway Patrol, Every 15 Minutes and Older Californian Traffic Safety Task Force
- Caltrans, Statewide Pedestrian Safety Task Force
- Cottonwood Citizens Action Committee, Don't Drop Dead
- Daly City Police Department, Driving Under the Influence and Seat Belt Enforcement
- Department of Motor Vehicles, 3-Tiered Driver Assessment System
- Gardena Police Department, South Bay Regional Task Force
- Los Angeles Community Development Department, Traffic Safety Program for Community Based Organizations
- Officer Mark McCullough, San Diego Police Department, Assistance on Implementing OTS Seminars and Conferences
- Officer Mark Vay Wyhe and Captain Andy Hall, Fresno Police Department, DUI Crashed Car Display Trailer
- Ontario Police Department, Alcohol Related Collision Reduction
- Roseville Police Department, Beware of the Seven
- Sacramento Superior Court, Youthful Visitation Program
- San Diego Police Department and the Bureau of Automotive Repair, Drag-Net
- San Francisco Department of Public Health, Attitudes and DUI Prevention Project
- San Gabriel Police Department, Comprehensive Traffic Safety Program
- San Jose Police Department, DUI Enforcement Campaign
- Santa Monica Police Department Community Resource, Education and Traffic Enforcement (CREATE)
- Solano County Health Department, Solano Car Seat Connection
- University of California, Irvine, Community-based Action for Traffic Safety (CATS). ●

# Every noble work *was* possible with Jan Nichols

**E**very noble work is at first impossible.

Those seven words penned by 19th century writer Thomas Carlyle have been the postscript on all outgoing emails from **Jan Nichols**, who this summer brings to a close a stellar 25-year career in traffic safety advocacy. Nichols and her husband, **Robert Dorame**, begin a second career as designers of specialty clothing garments next month.

"It spoke to me," she says of the salutation. "Because the tasks that are the most difficult make for the best memory when it's over."

Like getting cops to wear seat belts. In 1986, she wrote an occupant protection grant for the Los Angeles County Sheriff's Department that focused on training law enforcement to wear seat belts. Within two years, the compliance rate was 99 percent within the department. "When I started, it was five percent," she recalls.

Or pioneering the "Avoid the 50" anti-DUI task force in Los Angeles. Nichols wrote the first grant in the early 1990s for a program that now includes more than 50 police agencies in the greater Southland region.

Nichols has left an indelible mark on the traffic safety landscape, with a lengthy resume of noble work that includes a lifetime of memories.

For example, she expanded the Torrance Police Department's School Valet Drop-off Program through the El Segundo Police Department. With limited funds, Nichols was the catalyst that got the program into 10,000 schools statewide.

Five other states have since adopted it.

She helped facilitate statewide and regional grant announcements for the Office of Traffic Safety, and was the consummate behind-the-scenes player that made sure every detail was addressed. She also won two Buckle Up America awards from the National Highway Traffic Safety Administration. The most notable was in 1989 when Nichols created a multicultural child safety seat project in 10 languages through the Glendale Police Department that featured actress **Marlee Matlin**, who volunteered to do PSAs and posters for the campaign.

And, Nichols' has worked with the Peace Officers Association of Los Angeles County on everything from garnering key stakeholders to membership and event planning.

"Jan has been a tremendous asset to the entire traffic safety community," said Christopher J. Murphy, Acting Director of the Office of Traffic Safety. "She wrote the book on bold thoughts and innovative ideas. We'll certainly miss her."

Nichols entered traffic safety advocacy in 1981, several months after the death of her 16-year old daughter, Regina, at the hands of a drunk driver. But her motivation was for daughter Merysa. "I didn't want Merysa to experience the same thing as her older sister did," Nichols says. She soon found that law enforcement didn't have the tools or resources, which compelled her to begin writing grants. During her career, she has worked for the Los Angeles County Sheriff's Department, the Los Angeles Area National



**Pictured above (left to right): Nilda Berndt, Placentia Police Department; Jan Nichols; Lt. Don Meredith, Glendale Police Department; and Tina Pasco, Mothers Against Drunk Driving (Los Angeles Chapter).**

Safety Council, Glendale Police Department, Gardena Police Department, Montebello Police Department, El Segundo Police Department and the Claremont Police Department.

Not bad for someone who, during the late 1960s, earned money by painting gas station windows during the holidays. "That was my Christmas money for the kids," she remembers. In addition, she painted Native American oils that routinely fetched \$500 each. One went for \$800. She used the money to put herself through Cerritos College and later Long Beach State University.

Aside from completing a business plan for the new clothing company, Jan and Robert Dorame are working toward getting federal recognition for the Gabriellino Tongva Indians of California, so that tribal students can access a myriad of resources including education and housing grants. Robert is a Tongva Native American, and chairs the

Tongva tribe which is state recognized.

No stranger to clothing design himself, Robert Dorame previously created a line of resort wear, with stores in Beverly Hills, Westwood and Venice. The to-be-named main line will be comprised of exclusive, mainstream clothing geared toward Baby Boomers – with no more than 100 examples of each "so you'll never meet yourself on the street," Nichols says. The new company will sell clothing through high-end retailers and on the Internet.

As she transitions from one career to the next, Nichols will always have a warm spot in her heart for traffic safety. "California is the best place for this industry," she says. "I've always enjoyed the way people here are willing to share ideas. After all, what better compliment is there than someone emulating your work?"

To be sure, Jan Nichols will be missed. ●



## OTS conducts survey to assess customer service

**G**rantees of the Office of Traffic Safety are vital in helping reduce deaths, injuries and economic losses resulting from traffic collisions. From seat belt education and enforcement programs to child safety seat distribution and impaired driving prevention, grantees' results-driven programs continue to save lives. In order to ensure that grantees are receiving the best service and support possible, OTS conducted a Customer Satisfaction Survey of more than 450 current and previous grantees to solicit feedback on how to develop better procedures, processes and tools for future grant solicitors and recipients.

The survey, conducted in January 2005, focused on the general perceptions of OTS; OTS application and draft agreement processes; project management training and support; the claims process and the office Web site. The OTS reported the following key findings:

- Grantees gave the office staff high overall performance ratings, with more than nine out of 10 characterizing their experience with OTS staff as good or excellent;
- 94 percent of grantees rated the OTS as good or excellent;
- While grantees gave high marks for all OTS services, respondents gave the highest overall ratings for projects; management support and public affairs.

In terms of areas for improvement, grantees suggested a more streamlined applications process, including more sample proposals, checklists for various grant applications components and the development of an online applications tool. The OTS values feedback from grantees and will be exploring options to integrate this feedback in the grant application process.

For more information on OTS grants and programs, visit: <http://ots.ca.gov/grants/default.asp> ●

'Click It or Ticket' from Page 1

Together with **Dr. Jeffrey Runge**, Administrator for the National Highway Traffic Safety Association; Deputy CHP **Commissioner Joe Farrow**; **William Lansdowne**, Chief of Police for the San Diego Police Department; **Joe Hull**, Deputy Director, District 11, Caltrans; and victims advocate **Lynne Goodwin**, "Click It or Ticket" was unveiled in California at a May 4 media event during the 2005 Office of Traffic Safety Summit in San Diego.

A \$3.3 million paid advertising campaign – to get the word out to motorists that citations will be issued and that fines have tripled – complemented the enforcement effort in California. The ad campaign included television, radio, outdoor, movie theatre advertising, "Click It or Ticket" messaging on shopping center LED screens, bus kings, bus shelters and regional transit buses, and a partnership with Blockbuster Video. The award-winning "Baggy Pants" PSA (available online at [www.ots.ca.gov](http://www.ots.ca.gov)) was retooled for "Click It or Ticket" and shown in more than 700 movie theatres statewide during the campaign (see sidebar, Page 3).

"Click It or Ticket" campaigns have increased seat belt use in cities, states, and in an entire region of the country. For example, in May 2001, seat belt use in eight Southeastern states surged nine percentage points after an unprecedented region-wide "Click It or Ticket" campaign; half the states posted double-digit gains. Combining education with enforcement helps "Click It or Ticket" programs succeed.

While post-survey results in California won't be announced until fall, earned media coverage was encouraging. Through June 10, more than 100 print and electronic stories were generated in daily and weekly newspapers, and on local radio and television stations. ●

## State campaigns honored

**C**alifornia's annual Drunk and Drugged Driving Prevention (3D Month) campaign claimed a Gold award, and the 2004 seat belt PSA "Baggy Pants" took home a Silver award at the 2005 State Information Officers Council annual awards fete in May.

It was the third consecutive year that the 3D Month campaign took top honors in the Media Campaigns category, besting a field of more than 50 submissions from state and local agencies.

"Baggy Pants" was originally produced to call attention to seat belt fines tripling in California in 2004. The spot was recently retooled and included as part of the state's "Click It or Ticket" seat belt campaign, and can be viewed on the OTS Web site, [www.ots.ca.gov](http://www.ots.ca.gov). ●

## The new generation of *Red Asphalt*

**I**f you've received a California driver's license in the past 50 years, you probably watched *Red Asphalt* as part of the required training course. This summer the California Highway Patrol (CHP) released the latest update to the legendary film for a new generation of drivers.

In keeping with the original film, *Red Asphalt V* includes shockingly real crash footage captured by CHP officers across the state.

"This is not your grandparents' *Red Asphalt*," says Tom Marshall of the CHP. "Even more than previous versions, *Red Asphalt V* is designed to connect with young viewers and really drives the message home."

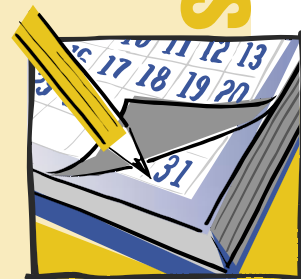
The horrific aftermath of twisted metal and bodies is accompanied by candid interviews with the friends and family members of young traffic victims. From drunk driving and reckless street racing to choosing not

to wear a seat belt, their stories tell of the real pain and eminent death of reckless and careless driving behaviors.

The film is available in English and Spanish and was made possible by a grant from the Office of Traffic Safety. The film will be available for viewing online at the CHP Web site, [www.chp.ca.gov](http://www.chp.ca.gov). ●

# CALIFORNIA OFFICE OF TRAFFIC SAFETY

WHAT'S



AHEAD

July 31-Aug. 4

## **International Forum on Traffic Records and Highway Information Systems**

Buffalo, NY – Contact: NHTSA, 888-327-4236

August 4-7

## **Annual Drug and Impaired Driving Conference**

Alexandria, VA – Contact: NHTSA, 888-327-4236

August 18-25

## **State Motorcycle Safety Administrators Annual Conference**

Bismarck, ND – Contact: Ruth Wilson, 303-797-2318

Aug. 19-Sept. 5

## **“You Drink & Drive. You Lose.” National Crackdown**

Contact: NHTSA, 888-327-4236

August 26-29

## **American Association of Motor Vehicle Administrators (AAMVA)**

Annual Conference

Ft. Worth, TX – Contact: Latasha Saunders, 703-522-5773

August 27-Sept. 2

## **National Stop on Red Week**

Contact: Louisa Ward, 202-366-2218

August 28-31

## **Governors Highway Safety Association Annual Meeting**

Norfolk, VA – Contact: NHTSA, 888-327-4236

September 8

## **AVOID Regional Conference/Orange County**

Doubletree Hotel, 100 The City Drive, Anaheim – Information: [www.californiaavoid.org](http://www.californiaavoid.org)

September 20

## **AVOID Regional Conference/Sacramento**

Delta King Hotel, 1000 Front Street, Old Sacramento – Information: [www.californiaavoid.org](http://www.californiaavoid.org)



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